

A Straight from the Shoulder Talk

We bought Men's, Ladies' and Children's low shoes last October to avoid the extreme advance in shoes which we knew was coming. Since our purchase every shoe on our shelves has shown an advance in price of from 35 cents to 55 cents per pair.

We have Not advanced the Price a Penny

on the shoes purchased early and shall not. We still have a complete line of ladies' and children's low shoes; are sold out on men's low shoes.

If a saving from 35c to 55c looks good come in



\$1.40

\$1.90

\$1.60

\$2.25



\$1.90

\$3.00

\$2.25



\$1.90

\$3.00



CHILDRENS SHOES

\$1.20

\$1.60

\$1.40

\$19.0

By a very fortunate purchase we own 50 doz. ladies' Bungalow Aprons, either front or back button, that we will sell at 50c while they last. They are worth 75c.



Ladies' Parasols

This is a Closeout. Any Parasol in the store going at

98c



Cushing & Benedict

"Where You Do The Best."

GENESTA VAUDETTE

GILBERT GENESTA, Prop.

WILLIAM FOX, Presents

AT THIS THEATRE ON

Monday, July 24th "The Regeneration"

By Owen Kildare

A Brilliant Photoplay Version of the Celebrated Broadway Dramatic Success

500 VIVID SCENES

Picturized in the Vibrant New York of To-Day and Yesterday. Hundreds in the Colorful Ensembles. The Whole Production a Live Battery of Thrills, Action and Romance.

Press Opinions on the Original Stage Production of "The Regeneration"

N. Y. WORLD—"A powerful drama of brilliant power and depth. A play to move and sway with the deep undercurrents of human life and emotion—fires and inspires with masterly skill and deft dramatic work."

N. Y. SUN—"Swept a vast audience off its feet—caused cheers to resound after the tremendous climax—a great big success that will stay long on Broadway in our estimation."

N. Y. TELEGRAPH (by Frank J. Price)—"I predict for the The Regeneration a great success—will stay on Broadway for some time—really moving and gripping."

N. Y. PRESS—"A drama that is refreshingly powerful and true—unfolds a touching and dramatic story—thrills aplenty and swift action from start to finish."

N. Y. TIMES—"Rarely is a drama of such real merit presented on Broadway—the authors are to be congratulated on a real play of trenchant worth and heart-reaching appeal."

N. Y. HERALD—"A magnificent drama that is filled with human life and heart interest situations."

Present this ad at ticket window and you will be presented with a ticket which will admit you FREE to the "Iron Claw," Friday night

LOCAL NEWS

Mrs. Henry Miner left for Ann Arbor, Monday.
Verne Eyer of North Star was in the city this week.
Mrs. Anna Woodland was in Marion the first of the week.
James Archer spent Sunday at his home in Mt. Pleasant.
Fred Goodes made a short trip to St. Johns the first of the week.
Will Paddleford of Scottsville passed through the city, Saturday morning.

Dr. E. G. Sluyter, Osteopathic physician, Vermilion block. Union phone 47.—Adv.

Mrs. S. Standard is visiting at the home of her son, Earl, who is in business at Berville.

R. J. Fraker and F. A. Fraker returned from a week's business trip to Detroit, Saturday night.

W. O. Hugbart of Grand Rapids, a member of the Board of Trustees of Alma college, was in the city Tuesday.

Prof. and Mrs. K. C. Luchtman will spend the next few weeks in Mt. Clemens, and left for that city, Wednesday.

Miss Edna Macomber, bookkeeper at the office of the Gratiot County Gas Co., spent the week end in Saginaw.

B. S. Webb, former drug merchant in this city, spent Sunday visiting his old friends. Mr. Webb is now a resident of DeWitt.

Charles Ainsley and daughter spent Tuesday at Bass Lake, fishing.

Joe Watkins made a business trip to Saginaw, Tuesday.

Mrs. W. S. Turk, Mrs. G. S. Ward, Mrs. George A. Royce left Tuesday morning for a few days visit with friends in Detroit.

Alfred Ray Atwood of Lansing was in the city, Saturday, making arrangements for the Sabbath School institute, which will be held at the college, July 23-28.

H. M. Cross and family, who have been visiting in the city for the past week returned to their home in Cincinnati, Ohio, Monday.

Mrs. John Burns, grand lady commander of the L. O. T. M. M., was in the city, Monday, on business connected with the organization.

Prof. and Mrs. J. C. Luchtman, dent of schools at Wayne, and family are visiting at the home of Mr. Raycraft's parents in this city.

Alva Caple and family returned to their home in Toledo, Ohio, Thursday, after visiting at the home of Mr. and Mrs. John Caple for several days.

A. W. Brock sat down to a fine dinner of new potatoes, last week. The potatoes were planted May 18 and were on the table in less than two months.

Edward Brehm, secretary of the Cadillac Board of Trade, spent Sunday in the city at the home of Mr. and Mrs. V. H. Shepard, Woodworth avenue.

Mrs. Theodore Nelson and son, Theodore Nelson, Jr., and Miss Beatie Schwartz of New York City are visiting at the home of Mr. and Mrs. John S. Schwartz.

H. C. Moore, cashier of the State Savings Bank, accompanied by Mrs. Moore, Margaret and Kenneth, left for Port Austin, Friday. They will be out of the city two weeks.

Prof. C. F. Pike, Mrs. Pike and daughter spent several hours in the city Saturday on their way to Ithaca, their former home. Prof. Pike was for many years county school commissioner for Gratiot county.



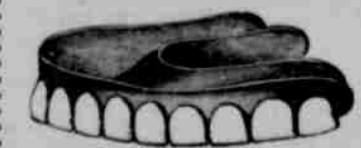
G. B. PORTER

REGISTERED

OPTOMETRIST

Fine Watch Work a Specialty
State Street, Second Door South of
Ellison's Grocery

Painless Dentistry



Come in and see how simple to have your teeth Filled, Crowned or Extracted without any pain whatever.

I will extract your Teeth, no Pain, or no Pay, only 50c. No charges where Plates are made.

How do these Prices look to You? Examination Free.

\$20.00 Plates for \$15.00

\$15.00 Plates for \$12.00

\$12.00 Plates for \$10.00

\$10.00 Plates for \$ 5.00

Silver or Alloy . . . \$.75

Fifteen years experience, 10 years here in Alma. My Guarantee is good. No Cocaine used.

PAINLESS PRINGLE

Opera House Block
ALMA, MICHIGAN

The Home of Good Candy and Ice Cream

The most sanitary fountain in the city.

Delicious Sundaes, Sodas and Fancy Drinks.

Try Our Fresh Home Made Candy

Special for this week—Strawberry Ice Cream and Ices.

DE LUXE CANDY COMPANY

Gerhardt's Store News

A good form is a lady's best attraction.

Your Corset must fit right to have your dress fit right.



The "Sa Camille"

Reg. Trade Mark, U. S. Pat. Office

is the best front lace Corset on the market today and we are anxious for a chance to show you.

Come in and be fitted.

Corsets from \$1.50 to \$6.00 in our stock.

We build a Corset to fit your form no matter how short or long waisted you may be.

J. A. GERHARDT

THE HOME OF DEPENDABLE FURNITURE



Toadstools are Not Mushrooms!

APPEARANCES may be deceptive. Don't be caught napping by attractive drawings of Furniture. Buy with wide open eyes. See the article itself and examine it thoroughly.

While pleasing designs are desirable, material and manufacture are equally important. You make sure of all these essentials by selecting your Furniture after a personal inspection. We afford you this advantage.

G. V. WRIGHT

FURNITURE DEALER
FURNERAL DIRECTOR
AMBULANCE

ALMA,
The Best
City of its
Size in
MICH.
Both Phones
369